



REINVENTANDO LA EMPRESA FAMILIAR (Spanish Edition)

GERARDO MERCADO

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El manejar una organización o ser dueño de ella sin contar con el soporte de la familia y/o sin una claridad en la visión de la carrera profesional de quien la dirige, es como juntar fuego y pólvora. Es una combinación que por generaciones se ha demostrado que no funciona, ya sea de manera aislada o en su conjunto resultan ser trágicas al final del camino. En este libro se demuestra lo contrario. Joaquín y Enrique son dos amigos universitarios, hijos de padres empresarios que se enfrentan a problemas muy similares. Al convertirse en profesionistas inicia el momento crucial de sus vidas, deberán enfrentarse a grandes desafíos. Cada uno emprende su camino, aunque ahora con diferentes ideologías y metas. El gran reto es llevar la batuta de la empresa familiar, ya sin depender de sus padres, pero al mismo tiempo respetando las opiniones y creencias de estos. La visión que cada uno tiene te enseñara como se deben realizar los cambios y la sucesión en las organizaciones familiares; como de Gestión deben actualizarse, hacer eficiente su tiempo y a la vez modernizarse a fin de entregar la estafeta de una empresa sana y actualizada. Porque no es una ley que todas las empresas heredadas quiebran, ponemos en tus manos las reglas de cómo lograr mejorar y mantener una empresa exitosa.

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